



COMMUNICATIONS MANAGER

DEPARTMENT: Development
REPORTS TO: Director of Resource Development
CLASSIFICATION: Exempt

#OF HOURS: Full-Time, 40 hrs
PAYRATE: D.O.E.

POSITION PROFILE:

The Communications Manager is responsible for developing and implementing strategies to strengthen SAY's presence in the communities we serve, increase our position among businesses, and build donor and stakeholder support of our programs and events. This position oversees SAY communications efforts and coordinates work product with the Development team. The Communications Manager reports to the Director of Resource Development. The ideal candidate is a driven, positive leader who has demonstrated real-world excellence in nonprofit communications and marketing and embraces the SAY mission.

ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES:

- Design, implement, and manage a strategic and integrated communications plan that effectively promotes key results, client/community outcomes, programs, fundraising, and organizational expertise.
- Manage SAY communications strategy that aligns with the SAY strategic plan, including branding, consistent messaging, social media, website content, and more
- Manage team members and vendors in the conceptualization, development and distribution of collaterals and promotional materials for outreach efforts, information sharing, and engagement of supporters
- Draft press releases, promotional materials, editorial and marketing content for review and input by Director of Resource Development, CEO and other senior management, program staff and partners
- Collaborate with senior management and program leads for effective, appropriate and consistent branding and message strategy in materials and online presence
- Conceptualize and oversee content for SAY's monthly newsletter, annual report, and other communications for supporters and board of directors
- Manage SAY media communications, appearances and presence, and promote CEO and others as authorities on youth, family, and community needs and solutions.
- Coordinate with the Director of Resource Development, Impact Committee, and Development team in the creation of engagement materials, infographics, case statements, marketing pieces for grants, and other promotional vehicles
- Create content for appeals, annual fund campaign, SAY events, and support of external campaign or beneficiary event efforts
- Learn about both nonprofit and for profit best practices in communications and marketing, and keep SAY communications efforts innovative and effective



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- Analyze progress of communications plan against goals, report successes and issues to the Development team, and present solutions for improved performance
- Promote SAY's mission among community-based groups and other constituents through public speaking and coordination of CEO and others for routinely scheduled speaking engagements

QUALIFICATIONS (Education, Experience and Certifications):

- Bachelor's Degree in Communications, Journalism, Marketing or related field is required but secondary to real-world experience
- 3-5 years of communications, public relations, and marketing experience with demonstrated leadership abilities and increasing responsibilities over time
- Non-profit experience preferred
- Established media contacts preferred and ability to build media relationships required
- Demonstrated experience with core marketing channels and tools
- Strong portfolio of writing excellence demonstrated over many years

KNOWLEDGE, SKILLS AND ABILITIES:

- Demonstrated ability to work with and understand diverse populations, and experience with military, immigrant, refugee, or youth populations desired
- Superior verbal and written communications skills and a demonstrated ability to communicate complex issues effectively to various audiences
- Desire to learn and grow with a vibrant organization in a newly created position
- A solutions-oriented team player with exceptional problem-solving skills, characterized by flexibility, resourcefulness, creativity, analytical thinking, and optimism
- Demonstrated ability to work independently, manage multiple tasks simultaneously and thrive in a fast-paced environment
- Exemplary enthusiasm for SAY's mission and the communities we serve

WORKING CONDITIONS:

ENVIRONMENT: Office and occasional off-site functions. Typically an office environment with adequate lighting and ventilation and a normal range of temperature and noise level.

PHYSICAL REQUIREMENTS: While performing the duties of this job, the employee is regularly required to sit, use hands and arms to perform repetitive motions. Specific vision abilities required by this job include close vision, distance vision, color vision, and ability to adjust focus. Moderate dexterity application of basic skills (calculator, keyboard, hand eye coordination, etc.).

MENTAL: Must be able to relate well to all people of the community regardless of color, national origin, religion, sex, pregnancy, age, marital status, veteran status, sexual orientation, disability or socio-



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economic level. Must be emotionally mature, stable, tactful and be able to provide professional leadership.

The Job Description is intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.